FOX 29

WFLX

ORDER

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 835027 /

FL Dem Party (Sachs, Bruno, Smitt

Alt Order # 06370509

Original Date / Revision

10/11/12 10/11/12

Agency Com 15%

Billing Contact

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser **FL Democratic Party**

919 Catherine Street
Philadelphia, PA 19147

Demographic A35+

Agency **Dudley Media**

Rev Codes Agency Political Pol-Candid

Buying Contact

Sales Office H-DC

Product Codes PL500

Sales Region National

Priority P 1

919 Catherine Street
Philadelphia, PA 19147

Agency Ref

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	$8,568.00	$10,080.00	0.00
November 2012	8	$1,313.25	$1,545.00	0.00
Totals	44	$9,881.25	$11,625.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	36	$8,568.00	$10,080.00
10/29/12	10/29/12	8	$1,313.25	$1,545.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 1	WFLX	10/23/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEW!	Comm	7-8A	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 2	WFLX	10/29/12	10/29/12	MORNING NEWS 7A FOX 29 MORNING NEW!	Comm	7-8A	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 3	WFLX	10/23/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEW!	Comm	8-9A	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00



WFLX

Contract / Revision 835027 Flight Dates 10/23/12-10/29/12 Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FL Dem Party (Sachs, Brun**Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 3	WFLX	10/23/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEW:	Comm	8-9A	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 4	WFLX	10/29/12	10/29/12	MORNING NEWS 8A FOX 29 MORNING NEW:	Comm	8-9A	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 5	WFLX	10/23/12	10/26/12	EXTRA EXTRA	Comm	430-5P	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 6	WFLX	10/29/12	10/29/12	EXTRA EXTRA	Comm	430-5P	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 7	WFLX	10/23/12	10/26/12	RICKI RICKI	Comm	5-6P	-TWTF--	:30	4	$130.00	P 1	0.00	NM	4	$520.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$130.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 8	WFLX	10/29/12	10/29/12	RICKI RICKI	Comm	5-6P	1------	:30	1	$130.00	P 1	0.00	NM	1	$130.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$130.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 9	WFLX	10/23/12	10/26/12	RAYMOND RAYMOND	Comm	6-630P	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 10	WFLX	10/29/12	10/29/12	RAYMOND RAYMOND	Comm	6-630P	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 11	WFLX	10/23/12	10/26/12	FOX 29 NEWS FIRST A FOX 29 NEWS FIRST AT	Comm	4-430P	-TWTF--	:30	4	$100.00	P 2	0.00	NM	4	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-TWTF--	4	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 12	WFLX	10/29/12	10/29/12	FOX 29 NEWS FIRST A FOX 29 NEWS FIRST AT	Comm	4-430P	1------	:30	1	$100.00	P 2	0.00	NM	1	$100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 13	WFLX	10/23/12	10/26/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	-T--F--	:30	2	$390.00	P 2	0.00	NM	2	$780.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/22/12	10/28/12	-T--F--	2	$390.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 14	WFLX	10/29/12	10/29/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	1------	:30	1	$390.00	P 2	0.00	NM	1	$390.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	1------	1	$390.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 15	WFLX	10/23/12	10/28/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	$525.00	P 2	0.00	NM	6	$3,150.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

FOX 29

WFLX

Contract / Revision **835027** Flight Dates **10/23/12-10/29/12** Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12 Order Sep 00:15:00

Advertiser **FL Democratic Party** Product **FL Dem Party (Sachs, Brunc** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 15	WFLX	10/23/12	10/28/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	$525.00	P 2	0.00	NM	6	$3,150.00
E 16	WFLX	10/29/12	10/29/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1------	:30	1	$525.00	P 2	0.00	NM	1	$525.00
E 17	WFLX	10/24/12	10/24/12	World Series on Fox MLB WORLD SERIES	Comm	730P-CC	--1----	:30	1	$1,425.00	P 2	0.00	NM	1	$1,425.00
E 18	WFLX	10/25/12	10/25/12	World Series on Fox MLB WORLD SERIES	Comm	730P-CC	---1---	:30	1	$1,425.00	P 2	0.00	NM	1	$1,425.00
E 19	WFLX	10/23/12	10/26/12	BIG BANG THEORY BIG BANG THEORY	Comm	7-7:30P	-TWTF--	:30	2	$390.00	P 2	0.00	NM	2	$780.00

Line		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
E 15	Week:	10/22/12	10/28/12	-TWTFSS	6	$525.00	0.00
E 16	Week:	10/29/12	11/04/12	1------	1	$525.00	0.00
E 17	Week:	10/22/12	10/28/12	--1----	1	$1,425.00	0.00
E 18	Week:	10/22/12	10/28/12	---1---	1	$1,425.00	0.00
E 19	Week:	10/22/12	10/28/12	-TWTF--	2	$390.00	0.00

Totals 44 $11,625.00

NAB FORM PB 14 JULY- 1992- (Item # 4046)

NAB BROADCASTERS

AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WFLX-TV West Palm Beach FL Date 10-19-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of Fla. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
WFLX #835027 - See Attached-						

Date of First Broadcast	Date of Last Broadcast
10-23-12	10-29-12

Total Charges: $ ~~9887.75~~ 9881.25 net

The broadcast time will be used by Florida Democratic Party - Sachs/Brown/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; of ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least ____________ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted*). The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office*).

Date 10-19-12 [signature]

(Candidate or Agent) Bob Dudley

☒ Accepted ☐ Rejected By [signature] Title GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Florida Democratic Party: Sachs, Bruno, Smith
CHAIRPERSON:	
TREASURER:	Alma Gonzlez
ADDRESS:	214 Bronough St Tallahassee, FL 32301
PHONE #:	850 222 3411
FAX #:	
OTHER:	

FOR

CANDIDATE:	Sachs, Bruno, Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Maria Sachs
CHAIRPERSON:	
TREASURER:	
ADDRESS:	14812 South Military Trail Delray Beach, FL 33445
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Maria Sachs
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



PAID POLITICAL
BROADCAST AVAIL REQUEST

TO:	John Heislman	**STATION:**	WFLX
FROM:	Will Hildebrandt	**HRP OFFICE:**	WASHINGTON, DC

REQUEST RECEIVED FROM **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Frank Bruno
CHAIRPERSON:	
TREASURER:	
ADDRESS:	Po Box 2005 Daytona Beach, FL 32115
PHONE #:	386 341 2021
FAX #:	
OTHER:	

FOR

CANDIDATE:	Frank Bruno
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141



PAID POLITICAL BROADCAST AVAIL REQUEST

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM — **DATE:** 9-20-12

BUYER:	Bob Dudley
AGENCY:	Dudley Media
ADDRESS:	919 Catharine Street, Philadelphia PA 19147
PHONE #:	215 923 8812
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Chris Smith
CHAIRPERSON:	
TREASURER:	
ADDRESS:	1740 Northwest 3rd court Fort Lauderdale, FL 33311
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Chris Smith
OFFICE:	State Senate
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141